

RESEARCH PAPER

Pre-purchase and post-purchase behaviour of farmer for fertilizers in Nagar and Shrirampur tahsil

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ABSTRACT

This study was conducted in between July 2018 and Sept. 2018 on a sample of 200 farmers selected on convenience from 12 villages of two talukas of Ahmednagar district of Maharashtra. Primary data were collected by sampling method on pretested semi-structured schedules. The finding suggested that about 30 per cent and 40 per cent farmers used water soluble fertilizers (WSFs) in Nagar and Shrirampur taluka, respectively. We selected Vedant fertilizer for sampling (Microsoft 6 and Amizone) to farmers because of these two products are newly launched and there are low sales in Nagar and Shrirampur taluka of Ahmednagar district. After sampling to 100 farmers of Nagar and 100 farmers of Shrirampur, we observed farmers purchase Vedant products. Water soluble fertilizers gives good result on crop after few days of sampling most of farmer observed healthy development of crop so farmers purchase nutrilex water soluble fertilizers.

KEY WORDS : Water soluble, Fertilizers, Sampling, Pre-purchase, Post-purchase, Consumer behaviour

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Definition: The consumer behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants (Kotler and Keller).

A process, which through inputs and their use though

process and action leads to satisfaction of need and wants. (Enis).

Fertilizers have played a vital role in the success of India's green revolution and consequent self-reliance in food- grain production. The increase in fertilizer consumption has contributed significantly to sustainable production of food grains in the country. The fixed amount of nutrient available to the plants can be easily provided by the help of this fertilizer.

In other words, consumer behaviour is the study of how the consumers, make purchase decisions and what are the underlying factors that influence such decisions. The marketers believe that by understanding what compels an individual to buy a particular product or service over the other, it is easy to identify which product

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are in need and which have become obsolete and accordingly the marketing strategies could be designed.

It is essential for the marketer to study the behaviour of the consumers in order to make better strategic marketing decisions. If the marketer has complete knowledge about the consumer’s likings or disliking, then he can predict the response of the potential customers towards his offerings. Thus, by studying the consumer behaviour before and during purchase helps in production scheduling, designing, pricing, positioning, segmentation, advertising and other promotional activities.

The farmer’s decision process:

The farmer decision at the time of purchase the fertilizer. The farmer recognizes the problem and collect the information about the problem. Also, the alternative evaluation observed by farmer and the fertilizer purchase decision must be taken then the farmer gives the post-purchase evaluation and gives their behaviour.

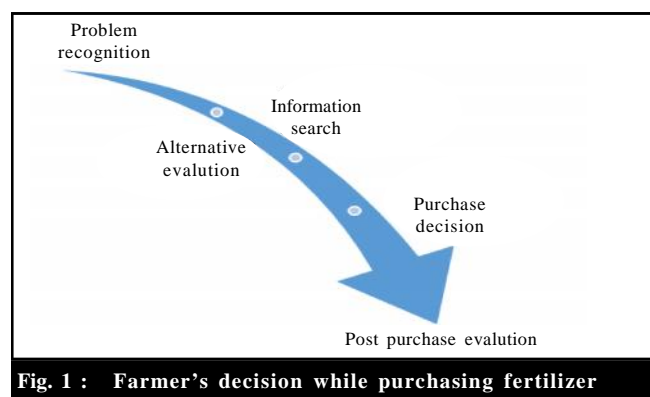


Fig. 1 : Farmer’s decision while purchasing fertilizer

METHODOLOGY

The study was conducted in Nagar and Shirampur talukas of Ahmednagar district of Maharashtra between 10 July 2018 and 13 July 2018 primary data were collected with the help of semi-structured schedules from the respondent farmers. The secondary data were collected from various sampling to the farmers. The sampling of Micro-soft 6 and Amizone 50 in selected talukas during the sampling period.

We give sampling of Micro-soft 6 and Amizone 50 to farmers of Nagar and Shirampur taluka. The farmers observed that the beginning stage of crop development is fast and better than other fertilizers and also that cover the deficiency of the crop. Sampling research is a problemoriented approach to agricultural research that begins by diagnosing the conditions.

First day, we give 125g sampling of both Micro-soft 6 and Amizone 50 to deficient plants of a single row then suddenly sampling result is better than other fertilizers. Also, the information about Vedant fertilizer is introduce to farmers then the image of Vedant fertilizer is get the branding position in farmer’s mind.

ANALYSIS AND DISCUSSION

In Shirampur and Nagar there are 35 per cent farmers used WSFs. We give of Vedant fertilizer the sample to farmers who used water soluble fertilizers but not used Vedant product. We recorded observation of sale of Vedant fertilizer use found that sale of Vedant fertilizer increase. Sale before sampling in shrirampur on date of 15 July 2018 is 138 kg of both products and sale after sampling on date of 10 August 2018 is 158 kg

Table 1: Product profile table

Sr. No.	Product	Contain	Packing	Price
1.	Micro-soft-6	Zinc, iron, manganese, copper, boron, molybdenum	250 g	Rs.375
2.	Amizone 50	Amino acid	250g	Rs.275

Table 2 : Footfall of promotional stall

Sr.No.	Product	Farmer visited	Sample provided	Product purchase	Quantity purchase
At Nagar taluka					
1.	Micro-soft-6	50	32	12	3 kg
2.	Amizone	50	8	8	2kg
At Shirampur taluka					
1.	Micro-soft-6	50	35	15	3.75 kg
2.	Amizone 50	50	33	12	3 kg

Table 3: Pre-purchase and post-purchase sales of products in Nagar and Shrirampur taluka

Sr No.	Name of retail shop	Before sampling	At the day of sampling	After sampling
Nagar				
1.	Rohan agro service center			
	Microsoft- 6	30 kg	37 kg	34 kg
	Amizone 50	27 kg	33 kg	30 kg
2.	Sadhana agro service center			
	Microsoft- 6	20 kg	24 kg	22 kg
	Amizone 50	18 kg	22 kg	19kg
3.	Nitin agro agency			
	Microsoft- 6	28 kg	35 kg	32 kg
	Amizone 50	25 kg	32 kg	28 kg
Shrirampur				
1.	Yashoda agro service center			
	Microsoft- 6	28 kg	32 kg	30 kg
	Amizone 50	25 kg	30 kg	28 kg
2.	Gurudatta agro service center			
	Microsoft- 6	30 kg	35 kg	32 kg
	Amizone 50	27 kg	33 kg	29 kg
3.	Vaishnavi agro service center			
	Microsoft- 6	18 kg	24 kg	22 kg
	Amizone 50	15 kg	20 kg	17 kg

of both products. Sale before sampling in nagar on date of 16 July 2018 is 148 kg of both products and sale after sampling on date of 11 August 2018 is 165 kg of both products.

Conclusion:

Sale is increase because of sampling of Vedant fertilizer. Farmers who use Vedant fertilizer as sample observed good growth of crop. Thus, it helps in creating brand image of Vedant fertilizer and sampling help to farmers to believe in product result.

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